Rep Order# EC'd No

6864862

Ver# 3 Status Revised

Traffic Order# 215224

Last Received: 10/17/2012 3:37 Showing Buylines: All Rep Revised Lines Printed:

10/17/2012 4:20 PM 10/17/2012 3:37 PM

l of

Product Estimate# Fax# Buyer Station WOTV-TV GRAND RAPIDS/KALAMAZ Advertiser ( ).HOEKSTRA FOR SENATE Phone# ALICIA COLLINS 356/SENATE

> Agency C/P1/P2/E Flight Dates Agency ( PTTSBURGH, PA 15211 ) BRABENDER COX 1218 GRANDVEIW AVE, IST FLOOR 10/15/2012 - 10/21/2012

Hiatus Weeks

Rep Firm Sales Office ( Salesperson (

) PHILADELPHIA ) IAN AMBRON

Salesperson FAX# Salesperson Phone#

215-567-6005 215-525-9757

### --- CONTRACT COMMENT ---

THU 10/18 - SUN 10/21 SC=\*

#### --- REMARKS ---

PLS SEE RATE CHANGES ON LINES 1 AND 3 AND SPOTS NA ON LINES 2 AND 7. DOLLLARS FROM LINES 2 AND 7 APPLIED TO

LINES 1 AND 3. CONTRACT TOTAL UNCHANGED

PLS CONFIRM WITH PHILLY

	Hating: 0.5		*a Rating: 0.4			*2 Rating: 0.4		*X Rating: 0.4	LT
	g: 0.5		0.4			*2		g: ^*. 0.4	Ľn
Sales Remark:	SA	Sales Remark: V3 Comment Ch	ㅋ	V3 Comme	Sales Remark:	TH	Sales Remark: V3 Comment Ch	<b>72</b> j	Day
mark:	6P-630P	mark: ent Change	6P-630P	ent Change	mark:	6P-630P	emark: ent Change	7A-9A	Time
V3 SPOT NA DUE TO COLLEGE FOOTBALL. DOLLARS APPLIED TO LINES 1 AND 3 FOR SPOTS TO CLEAR	NEWS	Sales Remark: V3 RATE REVISED FROM \$25 PER STATION VERSION V3 Comment Changed, Rate Changed	NEWS	V3 Comment Changed, Spots/week Changed	$\ensuremath{\text{V3}}$ SPOT NA AT THIS RATE, DOLLARS APPLIED TO OTHER SPOTS ON ORDER	NEWS	Sales Remark: V3 RATE INCREASED FROM \$25 PER STATION VERSION V3 Comment Changed, Rate Changed	GMA	gram
DOLLARS	:30	N VERSION	:30		PLIED TO	: 30	ION VERSI	:30	Len
APPLIED TO LI	\$50.00		\$75.00		OTHER SPOTS C	\$25.00	ON	\$50.00	Rate
NES	10/20-10/20		10/19-10/19		Ņ	10/18-10/18		10/19-10/19	Dates
	0		₩			0		; <u> </u>	Spots/Week # of Weeks
	0		H			0		<b>⊢</b> 1	# of Weeks
	0		P			0		<u>⊢</u> !	Total Spots
	\$0.00		\$75.00			\$0.00		\$50.00	Total Cost
								1 1 1 1 1	Daypart

V3 Comment Changed, Spots/week Changed

Buyer ALICIA COLLINS Phone# Fax#	: 356/SENATE e# 356	Station WOTV-TV GRAND RAPIDS/KALAMAZ Advertiser ( ).HOEKSTRA FOR SENATE	Rep Order# 6864862 Ver# 3 Status Revised EC'd No
<b>Fight Dates</b> 10/15/2012 - 10/21/2012 <b>Hiatus Weeks</b>	TSBUR	Agency ( ) BRABENDER COX 1218 GRANDVEIW AVE, 1ST FLOOR	Traffic Order# 215224         Printed:         10/17/2012 4:2           Last Received:         10/17/2012 3:3           Showing Buylines:         All Rep Revised Line
Salesperson Phone# Salesperson FAX#			10/17/2012 4:20 PM 10/17/2012 3:37 PM 1 Rep Revised Lines
215-567-6005 215-525-9757	) IAN AMBRON	) PHILADELPHIA	N)

2 of

2

--- REPORT TOTALS---

Report Totals: 2 / \$125.00

---SALES MONTHLY TOTALS---

Sales Totals: 7 / \$475.00

Oct 12: 7 / \$475.00

Station Totals: 7 / \$475.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---Market Totals \$475 CATV WXSP 0% WZPX MOOD 0 00 VTOW MZZM 100% % TMWW %

MXMI

%

SHARES TO FOLLOW ---COMPETITIVE COMMENTS---

null RA35+

Books

Demos

---Agency Comment---

AGY ADDRESS CHANGE (PER PHILLY OFFICE AB)

--- CREDIT RISK ---

CASH IN ADVANCE

Buyer ALICIA COLLINS Phone# Fax#	Station WOTV-TV GRAND RAPIDS/KALAMAZ Advertiser ( ).HOEKSTRA FOR SENATE Product 356/SENATE Festimate# 356	Rep Order# 6864862 Ver# 1 Status New EC'd No
Flight Dates 10/15/2012 - 10/21/2012 Hiatus Weeks		Traffic Order# Printed: Last Received: Showing Buylines: All Li
Salesperson Phone# 215-567-6005 Salesperson FAX# 215-525-9757	Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) IAN AMBRON	10/17/2012 2:59 PM 1 of 2 10/17/2012 2:32 PM ines

## --- CONTRACT COMMENT ---

THU 10/18 - SUN 10/21 SC=\*

#### --- REMARKS ---

THANKS LACEY FOR IAN AMBRON PLS CONFIRM WITH PHILLY PLS SEE NEW ORDER

8 Rating: 0.3	7 Rating: 0.5	6 Rating: 0.4	5 Rating: 0.5	4 Rating: 0.5	3 Rating: 0.4	2 Rating: 0.4	Rating: 0.4	LT Ln
SU	SA	SA	ᅜ	TH	펵	TH	时 [ ] ] ] !	Day
8A-9A	6P-630P	8A-9A	630P-7P	630P-7P	6P-630P	6P-630P	7A-9A	Time
SUN GMA	NEWS N/A	SAT GWA	NEWS	NEWS	NEWS	NEWS N/A	GMA	Program
(5)		M	N	VI	F		工	
:30	:30	: 30	: 30	:30	: 30	:30	:30	Len
\$25.00	\$50.00	\$25.00	\$100.00	\$100.00	15 C)	\$25.00	\$25.00 50.00	Rate
10/21-10/21	10/20-10/20	10/20-10/20	10/19-10/19	10/18-10/18	10/19-10/19	10/18-10/18	10/19-10/19	Dates
н	1	1	1	1	<b></b> -3	H	1           	Spots/Week # of Weeks
⊣	ப	Н	Н	ب	₽	ъ.	 	# of Weeks
н	Ľ	1	P	ני	μ	⊭	1 1 1 1	Total Spots
\$25.00	\$50.00	\$25.00	\$100.00	\$100.00	\$25.00	\$25.00	\$25.00	Total Cost
				i			 	Daypart

Rep Order# EC'd No	er# lo	6864862	Ver#	Ver# 1 Status New	Traffic Order#	r#	Show	Printed: 10 Last Received: 10. Showing Buylines: All Lines	10/17/2012 2:59 PM 10/17/2012 2:32 PM ines	PM		2 of 2
Station Advertiser Product Estimate#	WO ar ( 3	/OTV-TV GR/ ( ).HOE 356/SENATE 356	OTV-TV GRAND RAPIDS/KALAM ( ).HOEKSTRA FOR SENATE 356/SENATE	Station WOTV-TV GRAND RAPIDS/KALAMAZ Advertiser ( ).HOEKSTRA FOR SENATE Product 356/SENATE Estimate# 356	Agency ( )I 1218 GR PTTSBU Agency C/P1/P2/E	( ) BRABENDER CC 1218 GRANDVEIW AVE PTTSBURGH, PA 15211 P1/P2/E //356	( ) BRABENDER COX 1218 GRANDVEIW AVE, 1ST FLOOR PTTSBURGH, PA 15211 C/P1/P2/E //356	COOR	Rep Firm Sales Office ( Salesperson (		) PHILADELPHIA ) IAN AMBRON	NK VIHI
Buyer Phone# Fax#	>	ALICIA COLLINS	LINS		Flight Dates Hiatus Weeks	10/15/2	10/15/2012 - 10/21/2012	2	Salesperson Phone# Salesperson FAX#	Phone# FAX#	215-567-6005 215-525-9757	005 757
LT In		Day	Time	Program		Len	Rate	Dates	Spots/Week # of Weeks	# of Weeks	Total Spots	Total Cost
! !	1 1 1	[         	1 1 1			1 1	1 1 1		] ] ] ] ] ] ] ] ] ] ] ] ] ] ] ] ] ] ] ]		1	1 1 1 1 1
9 Rating: 0.5	0.5	US	6P-630P	NEWS	Į.	¥ :30	\$100.00	10/21-10/21	⊣	Н	I≕	\$100.00

---REPORT TOTALS---

Report Totals: 9 / \$475.00

# ---SALES MONTHLY TOTALS---

Lines not sent/rcld/rtrn: 0 / \$0.00 Station Totals: 9 / \$475.00 Sales Totals: 9 / \$475.00 Oct 12: 9 / \$475.00

---COMPETITIVE---

Market Totals \$475

CATV MXSP

0 0

WZPX WOOD

0000

MZZM WOTV

100% %

%0 TMWW

---COMPETITIVE COMMENTS---

SHARES TO FOLLOW

Books Demos null RA35+

---Agency Comment---

AGY ADDRESS CHANGE (PER PHILLY OFFICE AB)

--- CREDIT RISK ---

CASH IN ADVANCE

Daypart

%0 IMXW